



# First State Tourism Update

The Tourism Industry Newsletter from the  
Delaware Economic Development Office

## Letter from the Delaware Tourism Office

As you may be aware, change is afoot at the Delaware Tourism Office. Our Director of Tourism, Tim Morgan, recently returned to Oregon for a position with Clackamas County. Tim's departure follows the successful conclusion of a nationally televised broadcast featuring Delaware and Winterthur's Point-to-Point steeplechase races. We are sure you will join us in wishing Tim great success in his new adventures on the west coast.

Tim's departure is significant, but it's at a time like this when we take pause to recognize our valued tourism partners. To the Governor's Tourism Advisory Board, each Convention and Visitors Bureau, the Delaware Hotel and Lodging Association, the Delaware Tourism Alliance and all of Delaware's tourism businesses – thank you! We can genuinely say that without the commitment of partners like you, our greatest work could never have been accomplished.

In a period of such change, your ongoing involvement will continue to bring strength and vitality to the state's tourism industry. Here are just a few no-cost ways to contribute to our efforts, while promoting your organization:

1. Post your accommodation, restaurant, attraction or event to DTO's official Web site: [www.VisitDelaware.com](http://www.VisitDelaware.com). Remember to update your page with new events and activities throughout the year!
2. Share your adventures, travel tips and stories on our blog: <http://blog.VisitDelaware.com>. If you don't see a category for your activity or interest, send us an e-mail.
3. High resolution photography is important to our promotion efforts. Make sure we have photos of your property on file by submitting them online at [www.VisitDelaware.com/photo\\_submissions.htm](http://www.VisitDelaware.com/photo_submissions.htm).

To discuss more ideas, please feel free to contact us anytime.

Best regards,

The Delaware Tourism Office

Summer 2008



## First Sight



We want your photos and images of Delaware! Upload your photos to DTO's official Web site at:

[www.visitdelaware.com/photo\\_submissions.htm](http://www.visitdelaware.com/photo_submissions.htm).

We'll select one **First Sight** to feature in every e-newsletter. We might even use the images submitted with photo credit for media publication and other promotions.

*Cape Henlopen State Park, Lewes/ Chris Walsh*

## First Word

Did you hear the word? Here are just a few stories published in regional and national media outlets during the previous quarter (April 1 to June 30, 2008):

Wild Places in Small Spaces; *The Free Lance-Star, Town & County*, May 24

Delaware is Delightful for Bird Watchers; *Carroll County Times*, May 25

Shot Across the Bow; *The Free Lance-Star, Town & County*, May 31

Birds of a Feather Flock Together; *HillRag*, June

A Seashore Surprise; *Southern Living*; June

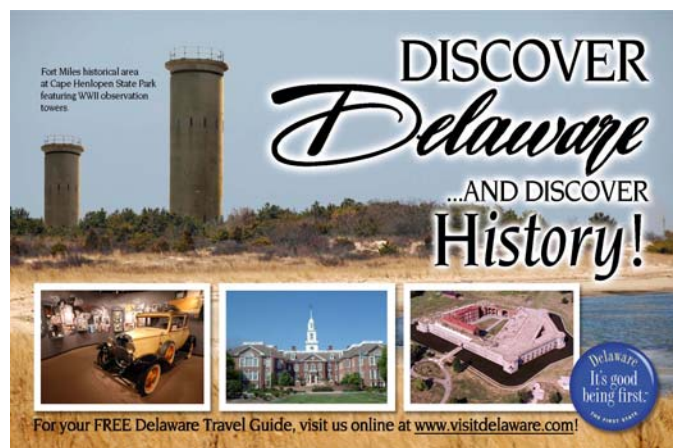
Taking Flight: Delaware is for the Birds; *Trips & Getaways*, Summer

Return to Nature in Delaware; *Gallagher's Travels*, Summer

## First Impression

In every newsletter, you have the chance to recognize an exceptional tourism professional, someone making a behind-the-scenes difference in the industry. Nominate your interns, volunteers and staff members. Just submit your brief, 250-word nomination with a photo to Nikki Boone at [nikki.boone@state.de.us](mailto:nikki.boone@state.de.us)

## First Look



The Marketing and Communications Unit creates DTO's advertisements in-house. This ad was published in *History Channel Magazine* during the last quarter. The complete advertising plan for fiscal year 2009 (July 1, 2008 – June 30, 2009) will be posted on the tourism industry page at the Delaware Economic Development Office Web site soon. Look for it at <http://dedo.delaware.gov/Tourism.shtml>.

## First Step

DTO was recently represented at the Mid-Atlantic Tourism Public Relations Alliance (MATPRA) Media Marketplace, held in Annapolis, Md. An annual event, the marketplace offers member representatives the opportunity to meet top travel journalists from regional and national publications, as well as established freelancers to discuss story ideas. DTO met with nearly 50 travel journalists, of which about half were new contacts. The most popular story ideas focused on the following topics: history and heritage, outdoor recreation, budget-friendly family vacations and "one tank of gas" destinations.

In April, Southern Delaware Tourism announced it won a bid to host the 2009 Media Marketplace at the Atlantic Sands in Rehoboth Beach. The Delaware Tourism Office will partner with Southern Delaware Tourism to host the event, which will be held May 18 - 20, 2009. Stay posted for more news about this exciting opportunity!

## Birding Press Trip Takes Flight



*Jeff Gordon provides a hands-on explanation of the horseshoe crab to the group of journalists at Slaughter Beach, Del.*

The Delaware Tourism Office, in partnership with the Greater Wilmington Convention and Visitors Bureau, Kent County Convention and Visitors Bureau and Southern Delaware Tourism hosted 15 travel journalists for a Nature and Birding Press Trip from May 15 to 17, 2008. Jim Rapp, executive director of Delmarva Low-Impact Tourism Experiences, and Jeff Gordon, expert birder and author of the Delaware Birding Trail, served as guides during the trip. Events and materials for the trip were sponsored by DuPont "Clear Into the Future" initiative, Delaware State Parks and the Bethany-Fenwick Chamber of Commerce.

Highlights included an opening reception at the Delaware Museum of Natural History; a trip to Fort Delaware on Pea Patch Island, one of the three largest heron rookeries on the east coast; a tour of Bombay Hook National Wildlife Refuge; a visit to the Milford Neck Wildlife area, including the DuPont Nature Center; and a kayak excursion along the Lewes-Rehoboth Canal.

*Former Governor Russell W. Peterson was the keynote speaker during the opening night reception. As governor of Delaware, he was the guiding force behind the Coastal Zone Act of 1972.*



Media outlets started to publish the stories in June and more articles continue to hit the presses. Based on survey data, the earned media value (without a multiplier) is expected to reach approximately \$40,000, delivering an estimated 1 million impressions. DTO has already tracked a positive Return on Investment, estimated to reach 5:1 by the end of the year. The "First Word" section includes just a few of the stories already published in the previous quarter.

## DTO Posts 2009-2011 Travel Guide Requests for Proposals

The State of Delaware Tourism Office will receive proposals for the publication of the 2009 – 2011 Official State Travel Guide until 4:00 p.m. EST on Aug. 29, 2008. The Travel Guide is Delaware's primary tourism inquiry fulfillment publication for use in its marketing efforts. It is a full-color magazine-style publication that provides information to prospective Delaware visitors. Topics should reflect the five niches: Arts & Culture, History & Heritage, Sports & Gaming, Outdoor Recreation and Dining & Leisure. View the RFP at <http://dedo.delaware.gov/Tourism.shtml>.

## Register Today for DHLA Marketing Technology Education Conference!

The Delaware Hotel & Lodging Association will host its Marketing Technology Education Conference, entitled "Marketing in the Changing Media Landscape" on Friday, Sept. 12, 2008. The event will be held at the Courtyard Newark at the University of Delaware, 400 David Hollowell Drive. The morning sessions will be followed by lunch with Mark Lomanno, president of Smith Travel Research. For additional information about speakers, sessions and registration, visit [www.delawarelodging.org/calendar.aspx](http://www.delawarelodging.org/calendar.aspx).



## Complete the GTS Survey

Thank you to all attendees who played a vital role in making the 2008 Governor's Tourism Summit an overwhelming success. In preparation for 2009, the Delaware Tourism Office is reevaluating the traditional format of the Governor's Tourism Summit. We received excellent feedback about this year's event, and we are looking in to new ways to increase the benefit of attending for Delaware's tourism industry professionals.

The first step in figuring out how to best meet your needs for next year's Summit starts with you! If you could take a moment to complete this survey, we would greatly appreciate it. This survey will be helpful for us to determine the course for next year's event. Just cut and paste this address into your browser:

[www.surveymonkey.com/s.aspx?sm=3tf3ynioP\\_2fZdmXmS9padtA\\_3d\\_3d%22%3e](http://www.surveymonkey.com/s.aspx?sm=3tf3ynioP_2fZdmXmS9padtA_3d_3d%22%3e)



*Jim Sullivan, CEO of Sullivision.com, presented the keynote session, "Hire Power: The 10 Best Ways to Find and Build a Dream Team."*

## Delaware Tourism Office Marketing Grants Awarded

The Delaware Tourism Office awarded \$160,468 in tourism grants to a total of 17 Delaware tourism organizations in the state last month. The grants help promote events, boost the marketing of attractions and promote travel across the state. The grants were competitively awarded. The grant recipients were selected by a panel of representatives from the Governor's Tourism Advisory Board, the House Committee on Tourism and the Delaware Economic Development Office.

"Delaware is a wonderful place to be a tourist and our Delaware Tourism Office works hard to effectively market the state's events, attractions and unique destinations. These grants represent a significant investment in the state's tourism industry and I was pleased to be part of the process." - State Rep. Pamela J. Thornburg, R-Dover West.

Nine non-profit tourism groups were awarded \$120,468 in matching grant funds for marketing initiatives including advertising, package creation and partnerships, collateral creation, tourism infrastructure, and tourism product development. Direct grants totaling \$40,000 were awarded to 8 tourism attractions and organizations. These tourism entities will use the funds to create collateral pieces (brochures, Web site, online marketing), and photography and videography (CD's, DVD's, TV commercials).

### Matching Grant Recipients:

- Bethany-Fenwick Area Chamber of Commerce awarded \$5,950 for special event development of the "Quiet Resorts Birding Weekend."
- Delaware Community Foundation was awarded \$17,000 to advertise the Bay Ball Classic Invitational.
- Delaware Historical Society was awarded \$12,000 to advertise the Cannons, Colors & Cobblestones Rediscover Historic New Castle, Del. campaign.
- Grand Opera House Inc. was awarded \$29,250 to create a holiday package and partnership program for the organization.
- Greater Wilmington Convention and Visitors Bureau was awarded \$6,500 for a transportation incentive for the meetings, conventions and associations markets.
- Greater Wilmington Convention and Visitors Bureau was awarded \$4,340 for a marketing brochure to be distributed to the meetings, conventions and associations markets.
- Kent County Convention and Visitors Bureau was awarded \$10,928 for the "Fabulous Meetings, Fabulous Deals!" advertising campaign.
- Southern Delaware Tourism received \$20,000 to promote the Dewey Beach Sports Festival.

- Wilmington Wintergrass Inc. was awarded \$3,250 for event development of the “Wilmington Winter Bluegrass Festival.”
- Wilmington Renaissance Corporation received \$11,250 to create a package and partnership program for the Grand Prix event.

#### Direct Grant Recipients:

- Delaware Art Museum was awarded \$5,950 to create promotional materials for the Art Museum Adult Group Tour Project.
- Delaware Department of Agriculture was awarded \$3,840 for to create a brochure and video.
- Delaware Theatre Company was awarded \$4,725 to create promotional materials.
- Hagley Museum and Library was awarded \$2,565 to create promotional materials for the Hagley Museum and Library Smithsonian Collaboration project.
- The Lewes Historical Society was awarded \$3,000 to upgrade the organization’s Web site and improve regional marketing for off-season events.
- New Castle Historical Society was awarded \$2,520 to create a Historic New Castle Heritage Tourism Brochure.
- Overfalls Maritime Museum Foundation was awarded \$3,000 to create a Lightship Overfalls video.
- Wilmington Renaissance Corporation was awarded \$14,400 to create promotional materials for the Wilmington Grand Prix event.

## National Sports Network to Feature First Annual Dewey Beach Sports Festival

The Delaware Tourism Office and Corrigan Sports Enterprises, a leading sports event and marketing company in the Mid-Atlantic region, brought the first Dewey Beach Sports Festival to Delaware in June. The two-day event was held the weekend of June 7 to 8 at the Dickinson Street Beach. It featured the Toyota Pro Beach East Volleyball Tour and Skim USA Amateur Competition. Two hundred athletes and an estimated 3,000 spectators were in Dewey Beach for the event.

The Dewey Beach Sports Festival will air on Planet X, a national cable sports network. The 30-minute special will feature the Dewey Beach Sports Festival, along with vignettes highlighting the diversity of tourism, business, and cultural offerings found throughout the state. Check your local listings for show times and details.

## Update your Contact Information

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